



**TDate of Council Meeting: November 24, 2014**

**TOWN OF LEESBURG  
TOWN COUNCIL MEETING**

**Subject:** Comprehensive Parking Plan – Request for a public input session

**Staff Contact:** Scott E. Parker, Assistant Town Manager

**Council Action Requested:** Authorization to conduct a public input session on downtown parking that focuses specifically on the following questions:

1. Amend the parking meter policy of downtown (replace/remove)?
2. Add parking kiosks in place of meters and in the Town garage?
3. Amend the fee structure of the Town garage or make it free?

**Staff Recommendation:** Staff recommends that Town Council authorize a public input session to be held in January or February of 2015. If approved, staff would then provide Council with related recommendations for consideration as part of the proposed Fiscal Year 2016 annual budget.

**Commission Recommendation:** Not applicable

**Fiscal Impact:** To be determined upon completion of final recommendations.

**Executive Summary:** This report outlines the three topics to be discussed at the Council meeting; parking meters, parking kiosks, and the fee structure of the garage. Staff is recommending a public input session in January/February of 2015 to discuss the topics in order to provide recommendations and information as part of budget deliberations.

**Background:**

1. Should the Town remove all parking meters in the downtown area?

The on street parking meters generate approximately \$1,108/month. Replacing meters to improve their appearance would be approximately \$750/meter without credit card technology. If such technology is used, replacement meters would cost approximately \$1,000 each. A less expensive option is continue to use the current meters, but refurbish the poles and housings.

Option	Pros	Cons
Removal of all downtown parking meters	Reduction of street clutter	Loss of revenue
	Eliminate “meter feeding” and extended parking	Vigilant enforcement required, such as chalking tires or use of tablets/handheld devices to monitor parking times

		Loss of enforcement revenue
Replacing meters with “smart meters”		Expensive
		Rates will need to be raised to justify cost
		Connection fees per meter required even when meters “bagged” for holidays.
		Meters are larger than current meters
Rehab current meter housings	Affordable	Utilizes same housings and poles; painted black

2. Should parking kiosks be used instead of meters for street parking and for Town garage?

Some communities utilize an alternative to parking meters in the form of parking kiosks. These kiosks are centralized parking pay stations that are positioned in strategic positions in parking areas, and typically utilize various forms of payment, depending on the model.

Town staff analyzed all of the parking downtown for the most viable locations for the utilization of parking kiosks, per the typical standards applied for the placement of the kiosk. Staff research indicated a probable need for numerous kiosks, given how spread out parking is in the downtown area. This spread is typically related to short blocks, and driveways (both used and unused), as well as sight distance for cross streets. Typically, kiosks are placed at both ends of a long parking stretch of approximately 20 spaces in larger towns and cities. They are placed this way since patrons typically have to walk from their car to the kiosk and back to their car (depending on technology or type of kiosk used).

Kiosks would require a one-time capital expenditure for 19 machines that could range in the area of \$200,000.00 to \$250,000.00 (\$10,526.00 to \$13,157.00 per kiosk). This number would result in a return on investment that would exceed the life of the equipment at the current rates for parking. This does not include monthly costs to process debit or credit cards.

Option	Pros	Cons
Installation of parking kiosks	Variety of payment methods	Expensive
		Current parking spread out too far
		Rates would need to be raised significantly to justify cost

3. Should the Town continue to charge for parking in the Town garage or should parking in the Town garage be free of charge? If the Town continues to charge for parking in the Town garage, should the hours be expanded to charge for nights and weekends? Should the garage move to an automated pay entry and exit system?

The Town currently generates approximately \$131,000.00 in parking garage revenue per year. That number could increase by up to \$30,000.00 year if nights and weekends were added.

It has been suggested that an automated system could be added to the garage. This type of system would be the mechanism to capture the revenue associated with nights and weekends while eliminating the need to have staff present. On-call maintenance would have to be contemplated, however.

The parking deck attached to Town Hall has 360 regular spaces and 14 spaces for the disabled. The current parking rates are as follows:

- 1st hour free
- Next 4 hours \$.50 each hour
- Next 2 hours \$1.00 each up to \$5.00 Maximum

The permit and monthly rate structure includes:

- 40 unassigned (non-designated) spaces at \$40.00 per month.
- 101 assigned (designated/reserved) spaces at \$60.00 per month provided in the lower level of the garage, of which 86 are currently used.
- 141 spaces that are paid spaces, including Town of Leesburg employees parking on the roof level during these hours.

Option	Pros	Cons
Eliminate fee for parking in garage	No money collection protocol needed	Current and future revenue eliminated
		Spaces potentially filled with employees of businesses, court employees and jurors
		Enforcement revenue lost
		No incentive for turnover of spaces
		Increased enforcement of long parking times required
Automate the garage	No attendants required	On-call maintenance will be required
	Rates can be adjusted for different times of the day	
	Night and weekend revenue can be captured	
	Potential for agreement with County about charge for parking	